

DESOTO COUNTY TOURISM
DEVELOPMENT MARKETING GRANT
PROGRAM --2024-2025



GRANT APPLICATION-for Events in 2024-25

- A. Event Name: DeSoto Watermelon Fest Amount Requested: \$3000⁰⁰
- B. Sponsoring Organization: M Anderson Promotions LLC
Mailing Address: 140 N. Johnson Ave
Arcadia FL 34266
- C. Organization Official/Title (President, Director, etc.)
Signature: [Signature]
Title: owner
Contact number: 863 940 9986 Email: Manderson Promotions@gmail.com
- D. Who will be in charge of this event? Mark Anderson
Cell Phone: 863 940 9986 Email: Manderson Promotions@gmail.com
- E. Who will be financially responsible for this event?
Name: same as D
Title: _____
Contact number: _____ Email: _____
- F. Describe the event(s): Festival with kids area entertainment
Pageants
- G. Location of event(s): Turner Agri. Civic Center
- H. Date(s) and times of event: April 12th 2025
- I. Estimate of the total economic impact of the event on the County: 10,000
- J. How many years has this event existed? 1st with us running it
- K. Is this the first time this event has been held in DeSoto County, Florida? Yes _____ No ✓

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L. If no, when was the last time it was held in DeSoto County? 2023

M. Has the event received Tourist Development Tax funds in the past?

Yes _____ No ☒

If yes, what year(s) _____ and amount(s) _____

N. Describe previous experience of applicant in events similar to this event.

We've put on several events like this in Charlotte
County with our partners at Lashley Park

O. For recurring events, please provide the following past two years information regarding this event:

	Year 1	Year 2
Month/Year	_____	_____
Lodging Facility	_____	_____
City	_____	_____
Verifiable # of nights reserved	_____	_____

P. Estimated number of attendees staying overnight for proposed event. at least 30

Q. Have you reserved rooms at a lodging facility?

Yes ☒ No _____

If yes, name the facility: Holiday Inn

Number of rooms reserved: 10

Lodging facility room rate \$ 2500.00

R. Who will be in charge of the Lodging Facility arrangements? Manderson Promotions

How will this be handled? For example: A. Block of rooms held and rooms are assigned by the host organization; B. Individuals will make their own arrangements; C. Other.

Explain Block of rooms are held and assigned

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- S. Does the event itinerary include formalized breakfast, lunch or dinner in local restaurants or catering by local business for event? **Explain and include documentation.**

Catered by Becks BBQ

- T. Name any local attractions being included in the itinerary for this event? Wet n wild
party rental Desoto party rental several different merchandise vendors

- U. Are local businesses being used during the production of this event (i.e. printing, catering, etc.)?

Arcadia Printing, WLXS, Becks BBQ, Jody Carlson Sound

- V. Does this event incorporate activities that add to the environment such as landscaping (plant trees, shrubs, flowers, or liter pickup, etc.) or any other socially charitable contribution (table arrangements to local hospitals or care centers, financial donation to local charitable organization, etc.)? Provide some evidence (photos, articles, receipts, thank you, etc.)

Explain: _____

- W. Describe the marketing Plan for event. Include Promotional/Advertising plans for both in and out of County (Attach additional sheets if necessary).

Flyers placed in Desoto County plus 6 others
Paid Social Media ads, Peace River Shopper,
Radio on 7 stations

ORGANIZATIONS MUST HAVE MATCHING FUNDS

Please check the appropriate match:

75% Tourist Development / 25% cash match ☒

75% Tourist Development / 12.5% cash match / 12.5% in-kind match _____

If in-kind matching is used, specify type: _____

- X. **Additional Information for Consideration: (Optional).**

Applicants may submit a general outline to share additional information for consideration by the Selection Committee. This section may be used to communicate relevant information to the request not specifically asked in the application document or may be used to provide detail on organization/personal capacity and or experience or other information deemed relevant and important by the applicant. ***THIS SECTION SHALL BE LIMITED TO 3 PAGES.**

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EVENT/PROJECT BUDGET OUTLINE

EVENT/ PROJECT NAME Desoto Watermelon Fest

Previous Year's and Current Year Projected (If applicable)

Revenue & Expenses Revenues & Expenses

LIST ALL REVENUE	Previous Year	Current Year
Admissions		2,000
Concessions		2,000 500
Sponsorships		24,000
Booth Space		3,000
Advertising Revenue		-
Sale of Promotional Items		-
TDC Grant		3,000 ⁰⁰ ?
Other:		-
Total Revenue	\$	\$ 32,500

LIST ALL EXPENSES		
Administrative		2,000 ⁰⁰
Advertising/Promotions		43,000 ⁰⁰
Printing		2,500 ⁰⁰
Promotional Items		-
Concessions		600 ⁰⁰
Awards		-
Travel		-
Talent		10,100
Other:		12,200 production attractions
Total Expenses	\$	\$ 29,450
NET PROFIT/LOSS	\$	\$ 3,050